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AFRICAN VIOLET PLANTS

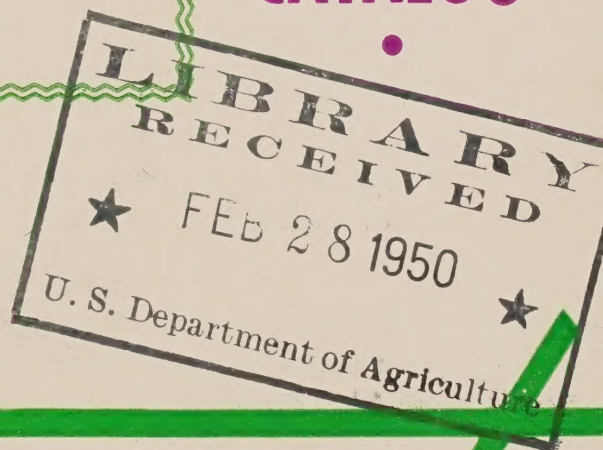
•
for
Beginners
and
Collectors
•

SPRING
1950

CATALOG

•

double-flowering
REGAL WINE
\$3.00



QUALITY PLANTS
QUALITY PACKING
PRICES THAT PLEASE

MRS. JENNIE SPOUTZ
13310 State Fair E.
Detroit 5, Mich.

AFRICAN VIOLETS

Spoutz

Dear Friends:

"Buy African Violets—a gift for yourself to be cherished every day in the year."

As you read through these pages, I know you can vision a beautiful indoor window garden of glorious African Violets that will enhance and add to the enjoyment of your home on dull winter days. African Violets have been admired by all housewives, and are extremely popular, with exquisite jewel-like blossoms and beautiful foliage. Even a small collection can transform your windowsills into a delightful fairyland of rainbow hues!

We are sending you this wee African Violet Spring catalog with the fond hope that, whether you are an amateur or a connoisseur, you will find described some variety that will rouse your interest, and we urge you to treat yourself to the thrill of successfully growing the Saintpaulia, thereby joining our many customers in this fascinating hobby.

A distinguishing feature of this catalog is my guarantee of satisfaction. Our most important advertisement is a satisfied customer, so you may place your order with confidence, knowing we value your friendship.

Three new varieties—Queen Neptune, Black Beauty and White Girl—have been added to our catalog. Order early as these new varieties are in scarce supply and will go fast.

May I close this little letter by reminding you to "Buy African Violets—a gift for yourself to be cherished every day in the year."

Respectfully,
Mrs. Jennie Spoutz

Copyright 1950 by Mrs. Jennie Spoutz, 13310 State Fair E.
Detroit 5, Michigan



PERIWINKLE

\$2.00

(exquisite light blue)

Of the thousands of seedlings which bloomed during the winter of 1947, Periwinkle (then unnamed) proved most outstanding, and was selected according to rigid standards of color quality, petal substance, free blooming qualities and dependable habits.

Periwinkle was one of my introductions last year, and we are very pleased with our stock. The exquisite light blue flowers have a white eye and a lighter edge on the petals. The blossoms are produced freely and are held well above the foliage, in clusters, each flower measuring up to 1 $\frac{3}{4}$ " across. It is accurately pictured above.

We know you'll love Periwinkle, the first seedling we selected for naming and introducing to you.



**A
BRAND
NEW
INTRO-
DUCTION**

**"WHITE GIRL"
\$3.00**

A brand new variety and sure to be a success! White Girl has the two requisites of a GOOD African Violet—outstanding foliage and free-blooming habit, with many flowers on each plant.

The photograph above is an accurate picture of its beauty. White Girl is a GOOD variety and will earn its place as the most popular "white" when stock is more plentiful.

White Girl is most striking when placed next to the robust-appearing new "BLACK BEAUTY" which has husky foliage and immense (tho fewer) blooms. Treat yourself to one or two of these NEW INTRODUCTIONS this season!

**NEW
COLOR!**

**MANY
FLOWERS!**



**DUPONT SILVER PINK
\$2.00**

DuPont Silver Pink is a new variety introduced last Fall — a light lavender with a silvery overcast, and very smooth coloring. This is a brand new color in African Violets, a welcome addition to your collection.

To African Violet Collectors receiving my catalog for the first time, we will repeat a brief history of this new DuPont Hybrid Strain, which represent the greatest advance yet made in seed-grown giant-flowered types. A distinguishing characteristic of these plants are extremely large flowers and profuse bloom, many buds and flowers on each stalk. There are 6 new varieties in this series: DuPont Blue 1, 2, 3, 4 are listed in the "Special Section for Collectors" on page 22; and the DuPont Hybrid Blue #5 is described on page 10. Remember — these are excellent bloomers!

D U C H E S S
(Deep Royal Blue)
\$2.00

REGAL WINE
(double Wine-Maroon)
\$3.00

One of the greatest thrills of collecting Saintpaulias comes from the addition of an exceptionally choice variety. We are very proud to offer Regal Wine as a new color in the "double-flowered" strain. Double Duchess flowers are deep royal blue on both sides of the petals and some will have blossoms that are blue inside and silvery white on the back.

Regal Wine will please the "beginner" who starts his collection with the newest in double-flowering varieties, because it's so easy to grow and bloom. The connoisseur will be proud to exhibit this variety at flower shows where it will surely win prizes for its unusual and prolific blossoms, of peerless beauty. It is very choice and merits the consideration of every serious African Violet fancier!

Pokon Plant Food

If you have had trouble getting your African Violets to bloom, may I recommend Pokon, the concentrated fertilizer imported from Holland.

Pokon's analysis is 16-21-27, and it is clean, odorless, easy to apply, and is completely soluble in water. Pokon does not contain chloride to burn tender plant roots.

We have many fine reports from our customers on their experience with Pokon. It produces stronger root growth, sturdier stems, rich green luxuriant foliage, and larger longer-lasting blooms.

**AGAIN IMPORTED
 FROM HOLLAND
 POKON**
 16-21-25

World's Richest Plant Food



POKON PRICES

	<i>with any order</i>
\$.25 size	\$.25
\$.60 size	\$.60
\$1.00 size	\$1.00

<i>without order</i>
25c plus 20c mail charge
60c plus 20c mail charge
\$1.00 plus 20c mail charge

A FEW WORDS ABOUT OUR INTRODUCTIONS

We sent so many catalogs last year to new enthusiasts that we will devote this page to describing briefly, a few of the most important features of the African Violet varieties we have named and introduced in the last two years. Each one is distinct and a leader in its color class.

- **BLUE GIRL SUPREME** is especially desirable because of its foliage and giant-sized flowers. The foliage on mature plants is very scalloped and there is also a white spot in the center of each "flute." This variety remains compact and is a fine windowsill plant. You will have many huge blooms without special attention.
- **DUCHESS** and **REGAL WINE** are both exquisite double-flowering varieties — identical excepting the color of blooms. Duchess has continued to be my best-selling variety.
- **ROSY-BLUE** is known for its free blooming qualities and for its habit of changing from deep maroon blooms to many shades of orchid as the flowers mature. We recommend Rosy-Blue to those who have difficulty blooming their African Violets.
- **PERIWINKLE**: The lightest blue in my catalog, with many large flowers in a cluster.

"NEW 1950 INTRODUCTIONS"

- **BLACK BEAUTY**: Truly immense reddish purple flowers, darkest I have ever seen!
- **QUEEN NEPTUNE**: Double-flowering light blue flowers and very outstanding foliage.
- **WHITE GIRL**: At last a free-blooming white with ornamental foliage! White Girl originated as a "seedling" and it will earn its place as the best "white" as soon as stock is more plentiful.



← **RED HEADED GIRL**
claret flowers
\$1.75

← **BLUE GIRL**
deep blue-violet
\$1.25

← **SAILOR GIRL**
lovely light blue
\$1.75

3 GIRLS

African Violet enthusiasts are very fond of the "Girl"-type foliage and these are three very popular and free-blooming varieties — a distinct assortment! Each a beauty when flowering and very striking on your windowsill. You'll love the graceful foliage and enjoy the "Girls" in your collection.

(P.S.: We hoped to have this photograph in color this season but the plates did not show true color.)

To new enthusiasts: If you are in doubt what to buy, allow us to select named varieties for you. Tell us what you have so we won't duplicate. My selection will be distinct, and assures you of largest plants we have . . . sure to please you!

AFRICAN VIOLET PLANTS

Standard, Patented, and new Varieties
for beginners and collectors

AMAZON RED: A new variety that deserves its popularity! Immense blooms held firmly above the heavy round foliage—the color is the same as Red Headed Girl. Collectors that like giant-sized flowers will be pleased. **\$2.00**

AMETHYST: We cannot show it in color this season but it is pictured on page 19. The most free-blooming variety in its color class; exquisite orchid-tinted lavender blossoms and quilted foliage, deeply flushed wine underneath. One of the first varieties you should buy for your collection. **\$1.25**

BI-COLOR: A real two-tone variety—the plum colored tips on the two upper petals are a beautiful contrast to the pale orchid coloring of the rest of the bloom. Easy to grow, and you'll like it because it's different. **\$1.50**

BLACK BEAUTY: The flowers are so vivid and alive, intensely colored blackish purple of even tone with a rich velvety surface. It is truly the DARKEST and LARGEST African Violet Blossom I have ever seen! Black Beauty is a "supreme" of Mentor Boy. Produces 2 or 3 IMMENSE blossoms or buds on a heavy stalk held high above the foliage, and each plant has many flowering stalks at a time, while fairly young. **\$2.25**

BLUE GIRL (patented): The heart shaped leaves are so lady like and graceful, with fluted edges and an ivory white spot where the leaf joins the stem, that this is the one you should select as your dark blue-violet variety. See page 8. **\$1.25**

BLUE GIRL SUPREME: Beautiful giant-flowering sport from Blue Girl, and one of my introductions. This outstanding variety has fine free-flowering qualities not found in some of the other "Supreme's". The flowers are velvety midnight blue with a touch of violet in the center, right next to the bright yellow eye—very striking! Foliage husky, compact. See Page 20. **\$2.00**

BLUSHING MAIDEN: This is an unusual color—not white and not pink, but a pastel shade in between. An accurate description of the blossoms: "wax-like creamy white with a pink tinge near the deep yellow eye". The foliage is light green, and this variety blooms profusely. **\$1.25**

DUCHESS (double-flowering blue): Our own introduction and entirely different from anything you have ever seen! Some flowers are deep royal blue on both sides of the petals and some will have blossoms that are blue inside and silvery white on the back. Each flower has from 12-20 petals and many more unfurled. You will notice the lack of a "yellow eye" in the long-lasting blossoms, which grow in clusters held well above the foliage. This variety blooms very freely! **\$2.00**

DuPONT BLUE No. 5: The most popular color of the new DuPont Blue Hybrids recently introduced. A profuse bloomer with extremely large sized baby-blue flowers, a wee bit deeper in the center. And very distinguishing foliage too! See photo and complete description on page 18. **\$2.00**

DuPONT SILVER PINK: This is a brand new shade in African Violets—a light lavender with silvery overcast and very smooth coloring. Under ideal conditions this variety has produced flowers 2-1/2" across! Foliage has "pinked" edges, exquisitely pictured on page 5. **\$2.00**

IONANTHA: Not a new variety but one which has stood the test of time, and very dependable. Clean enamel-like blue flowers of excellent substance, placed on strong stalks. Blooms abundantly. Long-stemmed foliage is gracefully pointed, heavily quilted, dark glossy green and flushed deeply wine-color on mature plants. **\$1.25**

MENTOR BOY: Flowers of a pleasing reddish-purple (no trace of blue), a splendid variety and entirely distinct from others in my catalog. Free blooming and grows rapidly. The blossoms reflect handsomely in the sunlight and our plants are sure to please you. This is pictured on page 17. **\$1.25**

NEPTUNE: The foliage of this variety makes it most outstanding! It is invariably admired and promptly bought by all. Deeply quilted extra-large leaves which possess a wonderful sheen — commands attention despite their unusual darkness. This variety grows very flat and symmetrical, so is prettiest with one crown in a pot. The foliage is tinted rose underneath, on medium stems. Free blooming, large size medium blue round-petal flowers. One of our favorites. **\$1.50**

PERIWINKLE: Is one of my introductions. The exquisite light blue flowers have a white eye and a lighter edge on the petals. The blossoms are produced freely, and are held well above the foliage, in clusters, each flower measuring up to 1-3/4" across! A graceful variety. This is the lightest blue in my catalog and reverse side of blossom is silvery-white, most unusual. See page 3. **\$2.00**

PINK BEAUTY (Patented): A true apple-blossom pink that blooms well and looks especially nice among the dark blue varieties. Light green foliage. **\$1.25**

PINK SUPREME: As you know most of the "Supreme's" grow a little slower than the ordinary varieties, but the blossoms are worth waiting for! This is a deeper pink than Pink Beauty — and therefore very desirable. See page 21. **\$2.00**

QUEEN NEPTUNE (double-flowering blue): A brand new introduction of mine this season, and the foliage and habits are like regular Neptune but oh what PRETTY double flowers! Velvety finish—flower petals are placed "just so", forming an exquisite blossom. Some of the blossoms have both stamens and pistil, which permits great crossing possibilities. AND deeply spooned dark green leaves flushed wine underneath, heavily quilted. We know that Queen Neptune with medium-blue double flowers will earn your admiration with its first bloom. Our stock is limited and orders for Queen Neptune will be shipped in rotation, starting in early Spring. Reserve your plant now—this is THE variety of the year!

\$3.00

RED HEADED GIRL: Not really red at all, but more of a claret shade. Very nice round-petal blossoms in a new and attractive color. Has the pretty fluted foliage of the "Girl" series that African Violet fans are fond of. And, its free-blooming too! See page 8. **\$1.75**

REGAL WINE (double-flowering maroon): This variety is a new color in the double-flowering strain, and very choice; one of our most recent introductions. The blossoms have from 12-20 petals, as do Duchess from which it "sporting", and it makes an outstanding picture in deep wine and rich green. Regal Wine is a true aristocrat of the highest quality, and is a true fancier's variety. Most dependable! A profuse bloomer with flowers held well above foliage. P.6. **\$3.00**

ROSY-BLUE: This is one of my older introductions and still the leader in its color class. A plant in full bloom will have flowers of many different hues. Freshly opened blooms exhibit a pronounced maroon-wine cast which change to many shades of orchid and "Rosy-Blue." This unusual habit makes it most attractive and it stands in a special niche of its own. We have counted more blossoms on plants of Rosy-Blue than on any other variety in this catalog. If you have had trouble blooming your African Violets, Rosy-Blue is the one to buy. **Shown in color for the first time on back cover. \$2.00**

RUFFLES: This variety is distinct for its foliage, which is narrow and pointed. The edge of the leaves is toothed with a distinct fullness that gives a ruffled appearance—and is so very, very dark! Underside of the leaves is quite rosy, deepening to almost red. The color of bloom is similar to Ionantha, but blossoms are dainty, with elongated lower petal. **\$1.75**

SAILOR GIRL: A profuse bloomer even when quite young, with true Blue-Girl type foliage, and very nice. The flowers are nicely rounded and are distinctly deeper blue in the center. Sailor Girl is pictured in color; page 8. **\$1.75**

WHITE GIRL: Of the thousands of seedlings which bloomed two years ago, only one had a white flower AND "girl"-

type foliage. When cuttings taken from the original plant proved true-to-type, "White Girl" was named by Marie Devers (who also named seedling Periwinkle) and we know that its free blooming qualities and ornamental foliage will earn its place as the "best white" as soon as stock is more plentiful and price is lower. Meanwhile, reserve your plant now! Orders will be filled in rotation early Spring, subject to stock on hand. See page 4. **\$3.00**

WHITE LADY (patented): Pure glistening white flowers overlaid with a frosty effect. The yellow eye in the center appears like a jewel. Light green white-stemmed foliage. **\$1.25**



Our DELUXE COLLECTION

1 plant double Duchess	2.00
1 plant Blue Girl Supreme	2.00
1 plant Rosy-Blue	2.00
SPECIAL: Deluxe Collection (6.00 value)	5.00

All three plants, labeled, and taken from our regular stock, at \$5.00 postpaid. We offer them in this Deluxe Collection because we want you to know them all. They are very choice varieties of our own introduction, and very choice.

Our BEGINNER'S PLANT COLLECTION

Four \$1.25 varieties Labeled — Your Choice
(A \$5.00 value) — for \$4.00.

We hope to make many new friends again this season by this special offer of any four \$1.25 African Violets plants, labeled correctly, at \$4.00 postpaid. Plants will be taken from our regular stock. If you are starting your collection this season, remember that the \$1.25 values include the finest of ever-popular varieties, your assurance of peerless beauty.

All collections must be sent to one address.



WIK - FED FLOWER POTS

Wik-Fed pots are ideal for African violets. These graceful and unbreakable two-piece plastic flower pots are designed to meet all the requirements of successful African Violet culture. The non-deteriorating Fiberglas wicks feed the moisture to the roots as it is required by the plant, and the reservoir base provides an ample supply of water. Latest tests prove that soluble salts collected on the rims of clay pots cause damage to leaf stems, causing them to rot. These plastic pots are non-absorbent, so it will be easier to grow larger and more beautiful plants.

The 4" size is ample for windowsill culture, and the larger 5" size (which holds twice as much soil and water) is exactly what you need to "show off" your specimen plants.

Self-
WATERING



WIK-FED FLOWER POT COLORS

COLORS: Six marbelized pastel shades: red, ivory, green, blue, yellow, and lavender-gray; all with a black base.

	Ea.	Per 3	Per 6
4" size (inside measurement)	1.25	3.50	6.50
5" size (inside measurement)	1.60	4.50	8.50

Pokon Plant Food

If you have had trouble getting your African Violets to bloom, may I recommend Pokon, the concentrated fertilizer imported from Holland.

Pokon's analysis is 16-21-27, and it is clean, odorless, easy to apply, and is completely soluble in water. Pokon does not contain chloride to burn tender plant roots.

We have many fine reports from our customers on their experience with Pokon. It produces

stronger root growth, sturdier stems, rich green luxuriant foliage, and larger longer-lasting blooms.

WORLD'S HIGHEST
ANALYSIS

16-21-27

POKON

CONCENTRATED PLANT FOOD

THE STANDARD
FERTILIZER OF
HOLLAND FOR
40 YEARS



POKON PRICES

	<i>with any order</i>	<i>without order</i>
\$.25 size	\$.25	25c plus 20c mail charge
\$.60 size	\$.60	60c plus 20c mail charge
\$1.00 size	\$1.00	\$1.00 plus 20c mail charge

AFRICAN VIOLET POTTING SOIL

I am offering a special mixture of African Violet potting soil, which contains the proper amount of good garden soil, leaf mold (rich woods earth), well rotted manure, peat moss, sand, bonemeal, and enough wee stones which are essential to proper drainage. The soil has been steam-sterilized and you should have some on hand for repotting your plants. You will be pleased with the results of this potting soil—it's the same that is used in the greenhouse for growing the African Violets that are shipped to you. Prices: 2½ lbs. of soil \$1.00 — 5 lbs. of soil \$1.75.

Completely revised edition of "The African Violet" by Helen Van Pelt Wilson, includes most up-to-date information on Saintpaulias. Contents: The last word on identification of varieties, 31 pages of illustrations, tells how to produce brilliant blooms, also how-to-do-it pictures of leaf propagation. Price \$2.75.



13310 State Fair Detroit 5, Mich.

Address

City and State

[illegible]

When Ordering, remember . . .

Easy-to-follow GROWING INSTRUCTIONS sent with all orders.

We guarantee all plants to be true to name, State Inspected and to reach you in a live and healthy condition.

No shipments are made during freezing weather. African Violets are tender plants and leaves will turn black when subjected to temperatures below 40 degrees. Plants will be shipped Early Spring, subject to weather here in Detroit.

Canadian Customers must secure necessary labels from their Inspector of Plant Products in Canada when sending us an order, PLUS 10% extra to cover higher postage costs to Canada, in Postal Money Orders.

Gift Mailing Service: Enclose your remittance and write name and address plainly—we'll include an appropriate card and gift wrappings, at no extra charge; your friends will be delighted.

★ **FREE OFFER:** If your order totals \$15.00 we will include "The African Violet Book" in your package, our free gift to you.

DEAR MRS. SPOUTZ:

Please send a copy of your catalog to:

[illegible]

**No Matter What Your Selection, You Are Assured Of Quality Plants
and Quality Packing**

Mentor Boy is an older variety that has stood the test of time. Priced low to be available to the most modest purse.



MENTOR BOY
(reddish purple)
\$1.25

Mentor Boy is a beautiful variety, and such an easy bloomer too! The flowers are so velvety in texture — and so many of them on each stalk! Likes to bloom even when quite young, and you'll enjoy the "fuzzy" leaves which are lightly quilted. This variety remains attractive and you're sure to have a "Specimen Plant" in a short time.

Our brand new introduction "Black Beauty" is a sport of Mentor Boy. Tho "Black Beauty" has fewer flowers on each stalk, a plant in bloom is so striking, so beautiful that you'll want both of these varieties in your collection. Imagine these intensely colored blackish purple velvety flowers on your sunniest windowsill!

"Black Beauty" is \$2.25.

Special Note to Enthusiasts:

We enjoy seeing snapshots of your African Violet plants. Just mention the variety and tell us if you want the picture back — we know some of you are very proud of your collection and we're really interested.



DUPONT BLUE NO. 5
\$2.00

This strain is the result of years of hybridization and selection by Mrs. Wm. K. DuPont of Wilmington, Delaware. Only those plants of superior merit were used in breeding, and the resulting seedlings carefully selected. Truly a race of super giants has been developed.

The distinguishing characteristics of the new DuPont Violets are the extremely large flowers and foliage. Under ideal conditions the plants have produced flowers of 2½" across!

Because most of our customers do not have room for the 6 new DuPonts, DuPont Blue No. 5 and DuPont Silver Pink (the most popular) are described on Page 10, and the other four are listed in the Special Section for Collectors, Page 22.



“AMETHYST” \$1.25

New African Violet enthusiasts buying their first plant should select a variety like Amethyst, pictured above; an exquisite and profuse bloomer, with orchid-tinted lavender flowers. Varieties priced at \$1.25 have stood the test of time, with distinct foliage and jewel-like blossoms in rainbow hues. See our “Beginners Collection” on Page 13. However, no matter what your selection, you are assured of the sheer beauty of clusters of colorful blooms held high above the foliage.

Latest tests prove that soluble salts collected on the rims of **old** clay pots cause damage to leaf stems, causing them to turn jelly-like and rot. The new Wik fed Plastic Pots are non-absorbent and the mature leaves will remain in good condition, making it easier to grow Specimen-sized plants.



**BLUE GIRL
SUPREME**

*midnight-blue
giant flowered*

\$2.00

BLUE GIRL SUPREME is accurately pictured above — notice the husky compact foliage with such pretty scalloped leaves. This outstanding variety has many flowers on each plant, and we consider Blue Girl Supreme one of our "hardest" varieties. You'll be amazed at the size of the flowers — and the wonderful substance of each bloom. The buds are so large — and so many of them too! Blue Girl Supreme is one of our best sellers tho it was introduced several seasons ago.

Our DeLuxe Collection (see page 13) is a wonderful buy. Three varieties of my own introduction — each distinct — for \$5.00, including Blue Girl Supreme, and Double Duchess, and Rosy Blue. You'll find Rosy Blue on the back cover; Blue Girl Supreme is pictured on this page; and Double Duchess is exactly like "Regal Wine" (shown on the cover) except that Duchess has a blue flower.

**"PINK
SUPREME"**

\$2.00



In previous catalogs this variety was listed as "Pink Beauty Supreme" but we think there is too much "name" in speaking of this plant. This flower will really take your eye — such a bright pink and oh so large. It's really pink, no hint of any lavender coloring, and it remains a compact plant. Grows a bit slowly, but we know you'll want this one — it looks so beautiful next to our new "Black Beauty".

We economized this season by omitting our envelopes, as we wish to invest in color plates during 1950. We know words cannot give you a true picture of the beauty of these African Violets we have for sale, and our catalog budget does not allow the investment without an economy first. I do hope to have our most exquisite varieties in color — soon!

Special Section for Collectors

A dozen worthwhile varieties, listed in previous catalogs, too nice to be withdrawn, briefly described:

RED HEAD (claret)	\$1.50 ea.
BLUE EYES (light blue)	\$1.50 ea.
BLUSHING MAIDEN SUPREME (heavy round foliage, giant blooms)	\$2.00 ea.
WHITE LADY SUPREME (Collectors have admired large flowers)	\$2.00 ea.
SEED-GROWN PLANTS (blue or wine flowers, unusual foliage)	\$1.75 ea.
SKY BLUE (the lightest tint of blue in named varieties)	\$1.75 ea.
WEST COAST AMETHYST (profuse bloomer, dainty lavender flowers)	\$1.75 ea.
DuPont LAVENDER PINK (dark lavender flowers, heavy foliage)	\$1.75 ea.
DuPont BLUE HYBRID No. 1, 2, 3, & 4, (No. 1 is deep blue) — plant	\$2.00 ea.
(These Blue Hybrids are <u>profuse bloomers</u> , very large flowers)	

Complete growing instructions are included with your order. This covers soil recipes, directions for potting; containers and watering and fertilizing; location of plants, humidity, temperature, general care and culture. Then there are easy-to-follow hints on propagation — by division, by leaf cuttings, by seed. And a paragraph on "how to save a plant" which has been damaged. This literature is available to you with any order for plants.

Some Hints on African Violet Culture

Do tell your friends about my catalog; I'll be grateful.

Do show your plants off to advantage; give them room to be graceful.

Do divide your plants when mature; a one-crowned plant is much prettier.

Do not change your methods of propagation if you are enjoying success.

Do wash the leaves occasionally under a slow faucet, using warm water.

Do keep your collection up to date, by staying on my mailing list.

Do write me if you have time, and let me know if you're pleased with your order.

IN CLOSING

Have we aroused your interest in African Violets? We do enjoy issuing this little catalog and hope you will join our many customers in this fascinating hobby. Though it is not a difficult plant to grow, some enthusiasts consider it a challenge to take non-blooming specimens from friends and return it a little later filled with buds and blossoms!

In this catalog you will find both the new higher priced varieties for those who want the latest sorts and also the exquisite kinds that are just a few years older that are priced low to be available to the most modest purse. You can rely on our catalog descriptions.

In this little catalog we offer everything towards successful African Violet Culture—fine healthy well-rooted plants; the new Wik-Fed Flower Pots to aid you in watering; we offer the proper soil mixture for potting; and after your plant is adjusted to the humidity and temperature of your home, we suggest using POKON Plant Food in the water for quicker bloom; if you are really "bitten by the bug" perhaps your purchase of the African Violet book will be in order.

Why not share your enjoyment of this catalog with others? You can help us grow by sending us the names of friends who are interested in African Violets, and we'll send them a catalog promptly. Perhaps you have a friend who is having trouble with her African Violets? Just send us a stamped addressed envelope and ask for these Instructions. I'm sure it will be of great value.

Sincerely,

Mrs. Jennie Spoutz

Specialist in African Violet Culture

VARIETIES FOR BEGINNERS AND COLLECTORS

13310 STATE FAIR E.

DETROIT 5, MICH.

QUALITY PLANTS

-

QUALITY PACKING



African Violet "ROSY BLUE" \$2.00 postpaid

MRS. JENNIE SPOUTZ

*Specialist in
African Violet Culture*
**13310 State Fair E.
Detroit 5, Mich.**

Return Postage Guaranteed

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U. S. POSTAGE
P A I D
Detroit, Mich.
Permit 5140

Postmaster: If addressee has removed and new address is known, notify sender on Form 3547, postage for which is guaranteed.